

Interview Summary

Application No.

09/598,458

Applicant(s)

HAMOR ET AL.

Examiner

James W Myhre

Art Unit

3622

MM

All participants (applicant, applicant's representative, PTO personnel):

(1) James W Myhre.

(3) Walter Hanchuk.

(2) Mark Pratt.

(4) Alan Hamor.

Date of Interview: 25 February 2004.

Type: a) ☒ Telephonic b) ☐ Video Conference
c) ☐ Personal [copy given to: 1) ☐ applicant 2) ☐ applicant's representative]

Exhibit shown or demonstration conducted: d) ☐ Yes e) ☒ No.
If Yes, brief description: _____.

Claim(s) discussed: 1.

Identification of prior art discussed: Angles et al (5,933,811).

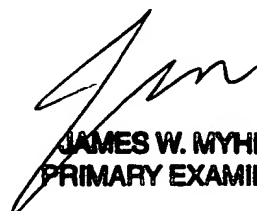
Agreement with respect to the claims f) ☒ was reached. g) ☐ was not reached. h) ☐ N/A.

Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments: See Continuation Sheet.

(A fuller description, if necessary, and a copy of the amendments which the examiner agreed would render the claims allowable, if available, must be attached. Also, where no copy of the amendments that would render the claims allowable is available, a summary thereof must be attached.)

THE FORMAL WRITTEN REPLY TO THE LAST OFFICE ACTION MUST INCLUDE THE SUBSTANCE OF THE INTERVIEW. (See MPEP Section 713.04). If a reply to the last Office action has already been filed, APPLICANT IS GIVEN ONE MONTH FROM THIS INTERVIEW DATE, OR THE MAILING DATE OF THIS INTERVIEW SUMMARY FORM, WHICHEVER IS LATER, TO FILE A STATEMENT OF THE SUBSTANCE OF THE INTERVIEW. See Summary of Record of Interview requirements on reverse side or on attached sheet.

Examiner Note: You must sign this form unless it is an Attachment to a signed Office action.


JAMES W. MYHRE
PRIMARY EXAMINER

Examiner's signature, if required

Continuation of Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments: The Applicant Representatives discussed how the revenue pool was being determined and how it was being divided among the content providers. It was stressed that the advertisers/sponsors were being charged a predetermined amount that was not based on the number of content impressions or ad impressions. Once the total number of client impressions was calculated (at the end of a predefined time period) each content provider's share of the revenue pool would be proportionate to his portion of the total number of content impressions. Proposed amendments to Claim 1 (and other independent claims) were discussed which would help clarify the above features. The Examiner agreed that clarification of these features should overcome the prior art cited..